

7 July 1994

L. A. Niedfeldt  
1016 San Carlos Road  
Pebble Beach, California 93959

408 / 379-6397

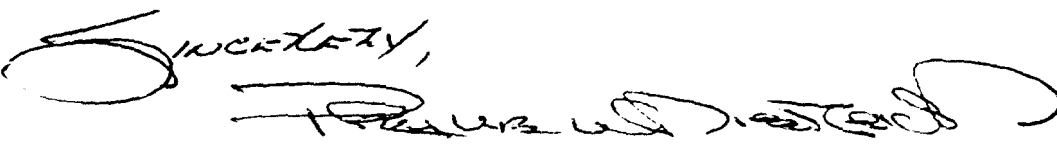
FEDERAL COMMUNICATION COMMISSION  
WASHINGTON DC. 20554

GENTLEMEN: —

KDACH, THE MONTEREY PENINSULA'S ONLY  
CLASSICAL MUSIC STATION, IS BOTH A DELIGHT AND  
A RESpite FOR ANY LISTENER. IT IS ALSO A  
BOOK TO AND FOR THE COMMUNITY. —

KDACH'S INVOLVEMENT IN VARIOUS LOCAL  
AGENCY'S AND CHARITABLE GROUPS IS TESTIMONY  
TO ITS FIRM COMMITMENT IN THIS AREA. THE  
UNITED WAY, FAMILY SERVICE AGENCY, HAPPY TO BE  
A MID WITH MONTEREY COUNTY SYMPOSIUM ARE ALL  
EXAMPLES OF KDACH'S SINCERE EFFORTS TO  
MAKE A POSITIVE DIFFERENCE. —

THEFORE, I AM A DEVOTED LISTENER &  
SUPPORTER. I HEARTILY ADVOCATE THE CON-  
TINUED PRESENCE OF THIS FINE STATION!

Sincerely,  
  
(MRS. L.A.)



I N C O R P O R A T E D P.O. BOX 3222 ▲ MONTEREY, CA 93942 ▲ 408-649-4522 ▲ FAX 408-647-9136

December 11, 1997

Sherrie McCullough, President  
KBach  
J and M Broadcasting, Inc.  
2511 Garden Road, Suite C-150  
Monterey, Calif. 94940

Dear Sherrie:

A few months ago, KBach provided a public service announcement for a fundraising campaign that Interim was doing for our Horizons Project in Monterey. I believe that you got the information through Community Links of Monterey County. The Horizons Project, currently under construction, will provide a new facility for Interim's dual diagnosis program and 14 new affordable apartments in Monterey to serve low income adults with psychiatric disabilities. The total cost of the project is \$2.3 million and we are raising \$300,000 of this amount through individuals, foundations and business donors.

I just wanted to let you know that as a result of that Public Service Announcement, Interim received a \$10,000 donation. Although the donor had previously heard of Interim, they had not heard about the fundraising campaign and had never previously donated to the agency. When the donor called us and asked for materials, we asked them where they had heard about the campaign and they said they heard it on KBach. Thanks to you and Community Links, we are \$10,000 closer to our goal! We appreciate the willingness of KBach to support the efforts of the non-profits in our community.

Thanks again.

Sincerely,

Barbara L. Mitchell  
Executive Director

cc Dan Koffman, Community Links

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**CULTURAL COUNCIL  
OF SANTA CRUZ COUNTY**

*SPECTRA-Governor's Award Winner for Arts Education  
Marketing and Technical Assistance • Open Studios  
Grant Awards • Facilities Development*

November 1, 1995

Sherry McCullough

President

KBach 95.5FM

2511 Garden Road, Suite C-150

Monterey, CA 93940

Dear Ms. McCullough:

Thank you for your media sponsorship of this year's Open Studios. The event enjoyed its best year ever, with catalog sales up by about 15%, and some artists reporting record sales of their work. We estimate that over 10,000 attended the event - a record! This would not have been possible without your help as a media sponsor.

As a media sponsor you were acknowledged in every way possible:

- \* On all print ads - 982 column inches!
- \* On all TV PSA's and paid spots - 15 minutes air time!
- \* On all radio spots - 96 minutes air time!
- \* On all 35,000 inserts in the San Jose Mercury!
- \* On all 120 press releases!
- \* On all 32,000 direct mail brochures!
- \* On all 1,000 posters
- \* On the cover of all 4,000 catalogs!
- \* At the Open Studios Preview Exhibit for one month with banners on the outside, signage in the entryway and signage in the exhibit itself; estimated attendance - 4,500!

The Cultural Council of Santa Cruz County deeply appreciates your belief in and support of Open Studios. We look forward to working with you again in the future. If you have any questions about the statistics above, please feel free to contact me at (408) 688-5399.

Sincerely,

Robin Larsen  
Program Manager

PS. Reva Damir was great to work with! Please give her my regards and my thanks.



Box 1144  
Carmel, CA 93921  
Phone (408) 625-9938

December 6, 1995

Sherrie McCullough  
Classical Kbach  
2511 Garden Road  
Monterey, CA 93940

Dear Sherrie:

On behalf of all the subscribers and audience of the Carmel Music Society and all of those young people who benefit so much from the Carmel Youth Center, thank you very much for your participation in the Holiday Festival at the Crossroads. The opening gala was spirited and filled with the enthusiasm of our community as we approach this joyous season.

The magnificent trees are still on display at the closed mall at the Crossroads. They will be on display until December 11 when Cardinale Moving and Storage will deliver them to the winning bidders.

We are all grateful to the Crossroads Shopping Center and classical Kbach for their sponsorship of this week of events. We also thank each of you, whether business, not-for-profit organization, or individual, for your stellar support. Our community is the ultimate beneficiary. We believe "a good time was had by all" and that we have learned more of the great talent, generosity, and good spirit that dwells here and among our many far-flung supporters.

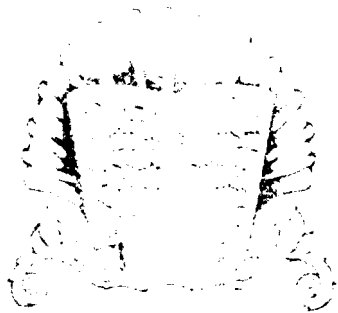
The beautiful tree donated by Kbach was filled with the remembrance and the promise of music. The tree gives joy for the holiday season and a reminder of the abundant gifts of music which fill our lives all year. Thank you very much for your generous support.

Your personal leadership and support was very important to the entire production. Thank you very, very much.  
Best Wishes for the holiday season and the new year.

Sincerely,

A handwritten signature in cursive script that reads "Linda".

Linda Dowd  
President  
Carmel Music Society



CAMERATA SINGERS  
OF  
MONTEREY COUNTY  
P. O. BOX 428  
Salinas, California 93902

Vahé Aslanian, D. M. A.  
*Musical Director*

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Bonnie Binder Wilson, J. D.

Dear Patron of the Camerata Singers,

30 December 1995

Thank you for your support of the Camerata Singers of Monterey County. Your ad will appear in all four sets of our 1995-1996 programs. It appears in the enclosed programs of the December concert at St. Paul's Episcopal Church, Salinas, and the set of concerts at Carmel Mission Basilica, Carmel, Mission San Juan Bautista, and Mission San Antonio, Jolon. Your ad will appear again in the programs of our April concerts at the forementioned Missions and the May concert at Congregation Beth Israel, Carmel Valley.

Business support, such as you have given, as well as corporate, and individual financial support, is most necessary for us to continue making our contribution to the quality of life of our community. We are grateful for your partnership with the Camerata Singers to bring great choral music to Monterey County, San Benito County and other locales where we perform.

Enclosed are the programs for the December concerts. You will receive the printed programs of our Spring concerts immediately following the April-May concerts.

Your support is exemplary. We appreciate it and so do our audiences.

Sincerely,

Alfred Solomon, President  
Board of Directors



# FRIENDS OF MOSS LANDING MARINE LABORATORIES, INC.

P.O. BOX 61 • MOSS LANDING, CA 95039 • 408-633-MLML

12 September 96

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Ms. Sherrie McCullough  
Classical KBach  
2511 Garden Road Ste. C-150  
Monterey, CA 93940

Dear Sherrie,

Thank you so much for your station's generous support of our first *Endless Summer* Benefit Auction, which was held at the Pebble Beach Club on August 25th. Undoubtedly, our highly successful event sold out due largely to the 1-minute spots which your station repeated at least three times daily for 17 days. We sold our last ticket three days before the event – your final day of advertising.

Thanks to your support, *Endless Summer* raised more than \$15,000 in support of the Friends of MLML, Inc., which will in turn be used to strengthen the marine research, education and conservation activities of the Moss Landing Marine Laboratories and the larger Monterey Bay community. We have gratefully acknowledged your support in our auction program (which was distributed to the 200+ attendees at our event) and in last Sunday's Monterey Herald (please see enclosed); we will also acknowledge you in our upcoming Friends of MLML newsletter and at MLML's October 19th & 20th Open House.

Thank you again for your support, on behalf of the Friends of MLML and the Moss Landing Marine Laboratories.

Sincerely,

Marlene Martin  
Chair

Mark Silberstein  
President

*Sherrie, we especially appreciated  
your immediate support. The p.r. announcements  
were wonderful!*

MONTEREY  
—COUNTY—  
SYMPHONY  
CLARK SUTTLE • MUSIC DIRECTOR

Carol Lee Owens  
*President*

Joseph Truskot  
*Executive Director*

October 4, 1996

Ms. Sherrie McCullough  
KBach  
2511 Garden Road  
#C-150  
Monterey, CA 93940


Dear Sherrie,

Thank you again for your support of the Symphony's Cabaret Pops concert. Every year I think we get better and better. Your sponsorship is a big reason for our success. The Symphony is fortunate to have your involvement.

Be sure to look for the Pops page in the program book. We will run this for the entire season as a way to promote the Pops and thank our sponsors. Wouldn't it be nice to have 30 tables sold by May?

Again, thanks for all you did to help make our Cabaret Pops a success. I look forward to seeing you and Tom at our opening concert.

Sincerely,



Susan Koza  
Director of Marketing and Development



November 12, 1996

**Foundation for  
Monterey County  
Free Libraries**

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Dee Matland  
Salinas

**VICE-PRESIDENT**

Carl Nielsen  
Pebble Beach

**TREASURER**

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Salinas

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Alicia O'Neill  
Seaside

Mary Orradre  
San Ardo

Granville Perkins  
Castroville

Sandy Rice  
Monterey

Barbara Schwefel  
Salinas

**COUNTY LIBRARIAN**

Dallas Y. Shaffer

**STAFF**

James K. Bower  
Executive Director

Mrs. Sherrie McCullough, Owner  
KBOQ  
P. O. Box 1932  
Monterey, CA 93942

Dear Sherrie,

On behalf of the Board of Directors of the Foundation for Monterey County Free Libraries, we want to express our deep appreciation for your sponsorship of our November 7th Literacy and Children's Programs benefit dinner.

Preliminary financial estimates show a profit of approximately \$20,000 which will go to support the over 130 volunteers of the Adult Literacy one-on-one Tutoring Program and children's reading programs at the 16 library branches.

Your role as a major sponsor was a key to our success. We sincerely appreciate you choosing us as one of your major charity organizations to support in 1996. Once again, thank you for your faith and belief in the Foundation for Monterey County Free Libraries. We look forward to your continued endorsement in 1997.

Sincerely,

Jim Bower  
Executive Director

26 Central Avenue  
Salinas, California 93901  
Tel: (408) 424-3564  
Fax: (408) 755-5839





# BEACON HOUSE ART AUCTION

March 26, 1996

Sherrie McCullough  
KBOQ Radio  
2511 Garden Road  
Monterey, CA 93940

Dear Sherrie:

Thank you for your contribution to the 36th Annual Beacon House Art Auction. Your generosity helped make our Auction a great success. You'll be glad to know we surpassed our goal and had our best year ever thanks to sponsors and contributors like you.

The residents and staff of Beacon House join me in thanking you!

Sincerely,

A handwritten signature in cursive script, reading "Lynn M. Banks". The signature is fluid and elegant, with a large initial "L" and "M".

Lynn M. Banks  
Auction Committee



Monterey Peninsula  
Chamber of Commerce and  
Visitors & Convention Bureau

and

**FIRST NATIONAL BANK**  
OF CENTRAL CALIFORNIA

honor

**KBACH**

for

Excellence in Small Business  
*In the "Service/Professional" Category*

May 14, 1992

Special thanks to award patron  
BARBARA HINDERSTEIN, C.P.A.

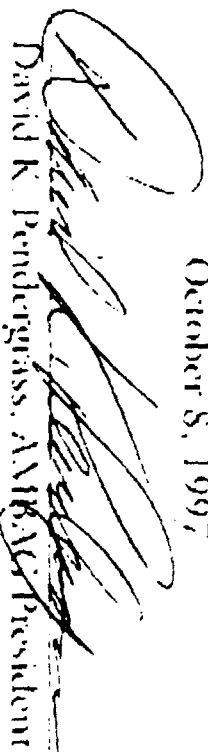
# *Certificate of Appreciation*

This Award is Presented to

**KBOO RADIO**

In Appreciation of Contributions to  
the 4<sup>th</sup> Annual Tri-County Economic Conference  
Association of Monterey Bay Area Governments

October 8, 1997

  
David K. Pendergrass, AMBA President

January 18, 1996

## Second Harvest Food Bank

Serving Santa Cruz & San Benito Counties

KBOQ 95.5 FM  
2511 Garden Rd, Ste c150  
Monterey, CA 93940

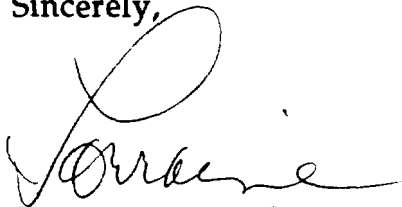
Dear Friends,

Thank you for all your support during 1995 holiday season. Our annual Holiday Food Drive was our most successful yet, increasing by 59% from 1994. We also recieved a 25% increase in cash donations. I am absolutely certain that the steady increase we have seen in community support in the last 3 years is directly related to the support we get from your station.

It takes a great deal of effort to educate the public on what the needs are, what is available, how to access it, and how to donate/support the organizations providing help. Your coverage of our efforts and events has helped get the information out, thereby strengthening our mission of *involving the community in the alleviation of hunger and malnutrition.*

I look forward to continuing our partnership in public education in the coming year. If there is any way that we can improve our communications with you, please let me know. Thanks again.

Sincerely,



Lorraine Jacquard  
Resource Developer



A Certified Member of Second Harvest National Food Bank Network

# MONTEREY COUNTY

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## FREE LIBRARIES

26 Central Avenue, Salinas, California 93901-2628  
408-755-5838 FAX: 408-755-5839

DALLAS Y. SHAFFER  
COUNTY LIBRARIAN



November 27, 1995

Sherrie McCullough  
PSA Director  
KBACH Radio  
2511 Garden Rd., Ste. C150  
Monterey, CA 93940

Dear Ms. McCullough:

We are very grateful to your radio station for all the publicity you have given our program in the past. By and large we are well-supported by committed volunteers and I believe that we owe a great deal of our success to the media's on-going, steady "lifting-up" of our program.

Attached is a PSA which focuses on attracting "learners" to our program. We have a large tutor-training class scheduled for January and we want to be sure that we can place all of them with a learner.

Again, thank you for your efforts on behalf of our program.

Sincerely,

Paula M. Whitmore  
Adult Literacy Assistant  
Monterey County Free Libraries

PMW/fpg

Enclosure

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FAMILY LEARNING CENTER  
Adult Literacy - Homework Center - Computer Center  
550 Harcourt Avenue, Seaside, California 93955  
(408) 899-0417

1143 Arrowhead Rd.  
Pebble Beach Ca 93953  
Nov 18 1995

Radio Station K Bach

2511 Garden Rd.

Monterey Ca 93940

To Whom it May Concern,

As secretary of St.

Marys Guild of St. Marys of the Sea  
Episcopal Church in Pacific Grove  
I want to be sure all who helped  
in any way to further the Annual  
Holiday Bazaar & Luncheon held on  
Oct. 28th is thanked for their help.  
Someone mentioned having heard  
a notice on K Bach concerning  
that bazaar. I did not hear it  
but I want to be sure that you  
receive acknowledgement of our  
appreciation for your publicity.

**THE CULTURAL COUNCIL  
FOR MONTEREY COUNTY**

*Benefactors of the Arts Award*

This certificate commends and honors


**"KBOQ"**

as a

**"Benefactor of the Arts"**

in Monterey County.

23 November 1996

  
George Williams  
CCMC Board President



**FRIENDS of the SANTA CRUZ PUBLIC LIBRARIES**

KBOQ  
2511 Garden Road, Suite C150  
Monterey, CA 93940  
attn: Sherrie McCullough

6 January 1997

Dear Ms. McCullough:

On behalf of the The Friends of the Santa Cruz Public Libraries, I want to thank you for the support KBOQ has extended to the public library system during the past year.

We are now involved in planning the 1997 Book Fair and Literary Basket Auction. We would like to invite KBOQ to join us in sponsoring this event in 1997. Being a Fair sponsor shows your support for public libraries, as well as promotes your business through the advertising and publicity associated with the Fair.

Enclosed with this letter is information on the Book Fair and Literary Basket Auction, including details on sponsorship and the schedule of events. Please look over the information and contact me at the Friends Office if you have any questions or need additional information. We hope that you will be able to join us in sponsoring this worthwhile event.

Once again, thank you for your past support, and we look forward to seeing you at 1997 Literary Basket Auction and Book Fair!

Sincerely,

Susan C. Cooper, Co-Coordinator  
1997 Book Fair and Literary Basket Auction

Enclosure





Box 1144  
Carmel, CA 93921  
Phone (408) 625-9938

March 25, 1997

Sherrie McCullough  
Classical KBACH 95.5 FM  
Garden Rd,  
Monterey, CA 93940

Dear Sherrie,

Thanks for helping us out on the competition again this year with KBach's sponsorship of the student drawing. The young lady who won the tickets to *The Phantom of the Opera* was thrilled, and I was glad that the winner was someone who actually attended a significant portion of competition day. It was very generous of you to take time from your busy schedule to draw the winning names.

Though I was a little disappointed in the turnout of young people this year, I am partly to blame for running out of time and energy to put together an entire "package" with hotel, etc. Also, the date conflicted with spring vacations for the entire Monterey school district. Many more kids showed up last year. Next year, we'll begin earlier with the drawing, and hope that KBach will co-sponsor again.

I was heartened with amount of folks that showed up during the daytime auditions, however. I don't remember seeing so many seats occupied throughout the entire day. We certainly have KBach to thank for the increased interest in the competition. Again, many thanks!

Sincerely,

A handwritten signature in cursive script, appearing to read "Linda Dowd".

Linda Dowd  
Competition Co-Chair

A handwritten signature in cursive script, appearing to read "Dottie Roberson".

Dottie Roberson  
Competition Co-Chair

5-8-97

Dear Sherril and everyone at  
KBOP -

All of us connected with  
the Alzheimer's Association want  
you to know how very much  
we appreciate your wonderful  
assistance with our fund raiser,  
"Heirloom Treasures and Pleasures."

The air time publicity  
you provided was a great  
help to us - all who heard  
the ads were impressed.

You are so generous with  
your donations to community  
affairs, and we are grateful.

June Blunk Phillips  
Pat Sippel

Col Harris



# CHARTWELL SCHOOL

---

December 21, 1997

**Ms. Sherrie McCullough**  
KBach  
Suite C-150  
2511 Garden Rd.  
Monterey, CA 93940

Dear **Sherrie:**

On behalf of Chartwell School and the Organizing Committee for "A Party in a Pear Tree," I want to thank you and your station for your generous support of this important fund-raising event. The many airings of the PSA in November and December certainly helped ticket sales and also, importantly, centered attention on Chartwell's mission. Many people mentioned to me that they heard the Peartree spot a number of times.

I hope that your participation again this year also benefited your fine broadcast organization. As you know, your ad appeared in the official event program and your logo appeared in the PSA broadcast by KION-TV. KBach also will be identified as a major sponsor in such Chartwell publications as the school newsletter - *The Write Stuff* - (next edition, February) and the Annual Report and you will be invited to the school's Donor Recognition Event in February, as well.

We are fortunate to enjoy such a good relationship with KBach and hope this will continue through the years. Please accept my best wishes for a joyous holiday season.

Sincerely,

Russ Wilks

Trustee & Member, Publicity Committee



## Aspira Foster & Family Services

A Division of M.B.H. Inc

615 A San Benito Street, Ste. 101  
Hollister, CA 95023  
Fax: (408) 637-8447  
Phone: (408) 637-1632

Headquarters/Business Office: San Carlos

Aspira Offices:

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Bakersfield  
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Sacramento  
San Bernardino  
San Francisco  
San Jose  
Santa Rosa  
Stockton  
Turlock  
Ventura  
Visalia

January 9, 1998

KBOQ 95.5 FM  
Sherrie McCullough  
Public Service Announcements  
2511 Garden Rd. #C-150  
Monterey, CA 93940

Dear Ms. McCullough:

Thank you for running our last PSA for recruiting foster parents! Many people inquire about becoming foster parents because they hear about Aspira on your station.

On the following page is our PSA which complies with your station's requirements designed to recruit foster parents. I would appreciate your airing the PSA as often as you can. There is an ongoing need to recruit these families as many children have to wait in shelters until homes are available for them.

Please call me at 408-637-1632 if you have any questions.  
Thank you for your help.

Sincerely,

  
Wayne Moses  
Family Recruiter/Social Worker

Enclosure



MONTEREY BAY INDEPENDENT BOOKSELLERS  
P. O. Box 22830 Carmel, CA 93922

July 31, 1996

Sherri McCullough  
President  
KBACH  
2511 Garden Rd., Suite C-150  
Monterey, CA 93940

Dear Ms. McCullough,

All of us wish to send you a heartfelt thank you for your wonderful support of the Independent Booksellers. The week is over and it went well. There were untold helping hands and yours was a vital one. Without the radio publicity you gave us and the strong support of Coast Weekly, we would not have had the success we garnered. We recognize it and are most grateful. With you, as with Coast Weekly, we feel that you both are truly community oriented and concerned. What a refreshing feeling that is.

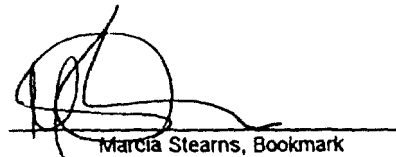
Thank you for your support and care.

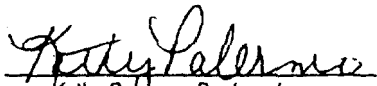
**Independent**  
(in'di pen'dant),  
adj. 1. Not  
influenced or  
controlled by  
others in matters  
of opinion,  
conduct, etc.;  
thinking or acting  
for oneself: *an  
independent  
thinker* 2. Not  
subject to another  
authority or  
jurisdiction;  
autonomous; free;  
*an independent  
businessperson...*

**Chain (chan), n.**  
1. A series of  
objects connected  
one after the  
other . . .  
something that  
binds or restrains

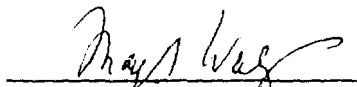
For The Booksellers:

  
Anne Congleton, Bay Books

  
Marcia Stearns, Bookmark

  
Kathy Palermo, Bookworks

  
Ann Ostenso, Mulberry

  
May Waldroup, Thunderbird

AND

Book Tree

Kingdom Come Books & Gifts

Monterey Bible Bookstore

Pilgrims Way

Raven in the Grove

# First Night Santa Cruz

---

## A NEW YEAR'S EVE CELEBRATION OF THE ARTS

---

8 January 1997

Sherry McCullough  
KBOQ  
2511 Garden Street, Suite C-150  
Monterey, CA 93940

Dear Ms. McCullough:

On behalf of the First Night Santa Cruz Board of Directors and the people of Santa Cruz County, I want to extend our sincere appreciation for so generously supporting this year's First Night Santa Cruz celebration. We hope you were able to attend the event and are proud to have played a major role in making this amazing community celebration happen.

Our third annual First Night Santa Cruz was a great success! We sold out of 15,000 admission buttons and distributed another 2,000 complimentary admissions to sponsors, volunteers, artists, and low income individuals. But not having a button didn't stop more people from coming! At least 25,000 people came out to enjoy the most spectacular outdoor festival environment that Downtown Santa Cruz has seen.

We also hope you were pleased with the visibility you received as a First Night sponsor. Because you were a Site sponsor you were acknowledged:

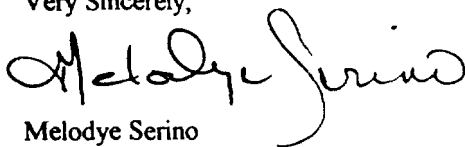
- in 20,000 First Night promotional brochures;
- in 60,000 First Night programs (50,000 inserted into the 12/24 issue of Good Times; 10,000 distributed at the event);
- on signs at your performing site;
- by emcees before each of your site's First Night performances; and
- in the First Night "Thank you" ad in the January 9 issue of Good Times.

The feedback we've received from the event thus far has been overwhelmingly positive. Volunteers, artists and audience members all participants were pleased with the progress made this year based on the comments we received last year. Of course, there is always room for improvement, and we would appreciate any feedback on your experience as a sponsor. We will be contacting you in February to schedule a discussion.

To accommodate the strong community response to First Night, we will continue to need your support and hope you be willing to participate again this year. We will be contacting you in late spring to discuss this further.

Thank you, again, for believing in this concept and for helping to create something so memorable for the people of Santa Cruz County.

Very Sincerely,



Melodye Serino  
Executive Director



March 12, 1997

KBOQ  
Sherry McCullough  
2511 Garden Road  
Monterey, CA 93940

Dear Sherry:

Thank you so much for your generous participation in our March 5th event. As you know, the premiere of "Beyond Barbed Wire", was a tremendous success. We had rave reviews from everyone involved, and heard many complimentary comments on the PSA that was produced and run on your station.

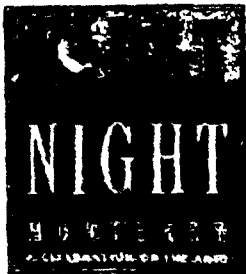
The Monterey County Film Commission is a 501(c)3 non-profit corporation, tax ID# 77-0187025. The proceeds from this event will benefit the Film Commission and the Japanese American Citizens Leagues of Salinas and Monterey.

We look forward to working with you again in the future! Thanks again for your support! Enclosed is a copy of the program from the event for your records.

Sincerely,

A handwritten signature in black ink, appearing to read "Terri", is written over the word "Sincerely,".

Terri DeBono  
Boardmember  
Monterey County Film Commission



**FIRST NIGHT MONTEREY**

P.O. Box 185  
MONTEREY, CA 93942  
(408) 373-4778

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WILL WALLACE

December 2, 1997

To: Sherry McCullough, K 60Q

656-9551

From: Ken Peterson, First Night Monterey

644-7560

Re: Sponsor PSAs

Thanks once again for being a radio sponsor of First Night Monterey 1998. This year's celebration is looking great – and it will be even better with your help as a participating sponsor.

If for any reason you don't have them, I've attached the sponsor PSAs for this year's celebration. The first is for First Night itself, and can run from December 10 through December 31. The second is a volunteer recruitment PSA; it can run immediately, ending on December 30. I've also attached a list of this year's participating artists, in case you would like to highlight those who have particular appeal for your audience.

If you have not received your station's sponsorship allotment of First Night admission buttons, please call the First Night office at 373-4778. Paulette Lynch is handling distribution of sponsor buttons.

Finally, we'd be delighted if any of your on-air staff would like to serve as emcees for performances on New Year's Eve. There are slots open from 3 p.m. to 11 p.m., in three-hour blocs of time. If you're interested, leave a message at 373-4778.

If there's anything else I can do, or if you need more information, give me a call at 648-4922.

Sherry  
I took PSAs  
The 2  
- Lisa



**NATIVE ANIMAL RESCUE**  
Wildlife Rehabilitation Center

November 3, 1997

Sherry McCullough  
KBOQ Radio  
Monterey, CA.

Dear Sherry,

On behalf of Native Animal Rescue, I would like to thank you for your generous support of our benefit concert.

We drew well over 100 people and raised over \$3,000.

Help from you and others in the community assures that NAR will be a vibrant organization and continue to care for the wildlife of our area.

Thank you again!

Sincerely,



Cliff Feldman  
Board President